

executive message

In order for Women's American ORT to be able to contribute an even greater sum to ORT schools and programs in the coming years, several cost-cutting measures are being introduced to reduce the operating budget at the National Office.

One of these steps is to eliminate the print version of *FOCUS!* (saving significant production and postage expenses) and make it available to our leadership exclusively through the Women's American ORT web site. This initiative will go into effect with the February 2002 issue of *FOCUS!*. To access the current issue of *FOCUS!* online, please visit www.waort.org/newsletters.html, where you can also read or download *quORTerly briefing*, and the *World ORT Times*.

While we are aware that some of our members may not have Internet connections in their homes, we are hopeful that their family and friends who have this

FOCUS!

WOMEN'S AMERICAN ORT

leadership matters

January 2002

capability will be able to assist. Alternately, many public libraries offer the use of computers with web access for free. Another suggestion might be to appoint a member of your chapter to print out a copy of each new issue of *FOCUS!* for the local leadership's use.

encourage you to use it and ask that you, in turn, urge your local members to do the same.

Currently, our web site offers comprehensive information about: ORT projects that we are funding, Women's American ORT's Public Policy Resolutions, our upcoming missions, fund-raising event suggestions, and a calendar of local fund-raising events. One of the easiest ways to explore the web site is to go to the site map (www.waort.org/sitemap.htm), which serves as a directory of everything available on the site, and start poking around.

We greatly appreciate your efforts and adjustments made in order to better serve all of our ORT students around the world. It means a great deal to us and makes a world of difference in our students' lives.

Carol Linch
National President

WAO's web site is an effective and cost-efficient way to disseminate information to our members as well as to inform the greater public of our mission...

In general, the Women's American ORT web site is an effective and cost-efficient tool to disseminate information to our membership, as well as to inform the greater public of our mission in support of ORT's schools and projects. I

For information about becoming a Golden Circle member or establishing a bequest or life insurance policy with Women's American ORT as beneficiary, call our National Office at 800.51.WAORT.

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Meeting organizational challenges

For years, WAO has funded programs and operations through a large number of small contributions. However, as our membership continues to decrease (as is the case with most women's organizations), it has become increasingly difficult to meet our financial commitments to critical ORT programs in Israel, the Newly Independent States of the former Soviet Union, and other countries that desperately need our support. This situation, combined with the societal and economic impact of the attacks on the United States, the ongoing war, and a worldwide recession, have made it necessary to decrease WAO's staff and departmental budgets by \$1 million in order to meet these commitments. Working with the Board of Directors, management implemented a number of changes described below.

A key decision was made to not hold a traditional Annual Meeting in July 2002. The meeting will be restructured as an "Annual Meeting Luncheon" to piggyback with the July Board of Directors Meeting. WAO leaders from within and outside of the local community will be encouraged to attend at their own expense. The treasurer's report will be read at the luncheon to comply with our bylaws. The Presidents' Institute will not be scheduled. As a result of these changes, our challenge will be to find new ways to motivate the many participants who have attended the Annual Meeting in the past and who contribute so much to this organization.

Staff and volunteer travel will be significantly cut. In the absence of face-to-face meetings, there will be greater reliance on e-mail and

conference calls. Solicitation training sessions will be conducted by staff and lay leaders rather than paid consultants.

With much regret, we are forced to reduce the publication of *The Reporter* from four to two issues per year. However, in order to enhance visibility, we will further develop the web site and use e-mail as cost-saving media for internal and external communications.

Your leadership during this transition will be critical. We know that our leaders will rise to the challenges of today as they have in the past so that we can continue to do the good work necessary to meet our growing commitments to World ORT. We need your help. It is through your dedication and renewed efforts that, together, we will succeed in moving WAO through this next stage of its development.

Judge joins anti-terror task force

A Jewish judge from South Africa was named to a new international task force on terrorism. **Richard Goldstone** had served as the first United Nations war crimes prosecutor in the former Yugoslavia.

Established by the London-based International Bar Association, the task force will prepare recommendations on legal issues relating to terrorism. It will deal with a range of issues, including extradition, laws pertaining to the financing of terrorist groups and the restriction of civil liberties in the fight against terror. (From the Nov. 19 JTA Bulletin)

Baroness visits S. California

Greater Los Angeles and Orange County's planned giving commit-

tees culminated months of planning with their first Baroness de Gunzbourg events, held in October.

Chairs of the Orange County luncheon, **Claire Norden** and **Valerie McPherson**, welcomed guests at the Tustin Ranch Golf Club. In a surprise visit, the "Baroness" related the story of the Baroness and her influence on Women's American ORT.

Carol Hillman and **Lynn Suffin** chaired the L.A. event, held at the home of WAO friends **Nita** and **Bob Hirsch**. An appearance by the "Baroness" added much to the afternoon's program, which included remarks by National Planned Giving Co-chair **Dee Bass**.

Both of these inaugural programs resulted in several new Baroness members, and those who had already met the guidelines for membership in this prestigious society were recognized.

*Phyllis Friedman
West Coast Director,
Major Gifts & Planned Giving*

Yeshiva students study at LAOTI

Two afternoons a week, 15 boys from Natan Eli High School arrive at the campus of the Los Angeles ORT Technical Institute for a computer programming class. Upon completion of the four-year curriculum, students will be awarded a certificate. Those students in the higher grades who do not have the time left in school to finish the full program can enroll in the class after graduation and receive credit for the hours they have already completed. LAOTI is looking to extend this program to other high schools in the future.

ORT cited in 20th-century chronicle

The Jews in the Twentieth Century: an Illustrated History by Sir Martin Gilbert has just been published by Shoken Books. This \$50 coffee-table book combines more than 400 photographs, many of them from previously unexplored archives and private collections around the world, with the author's text to create a chronicle of the past hundred years. And ORT is a part of it all, with mentions in three places, acknowledging the organization's roots and success at giving Jews a living during hard times in the 19th and 20th centuries.

ORT Israel director-general steps down

Haim Ben-Ami has left his position as ORT Israel Director-General. During his five-year tenure, Women's American ORT has enjoyed a close relationship with Haim and ORT Israel. We have appreciated his accessibility and availability to address our members at meetings, most recently at Convention 2001. We wish him all the best.

**Deadline for next FOCUS!
is Mon., February 4.**

assignment update

As of November 30, our year-to-date assignment income is \$2,127,639, which is 30 percent of the 2001-02 annual assignment of \$7,191,500. Last year at this time, our total fulfillment was \$2,017,636, which was 27 percent of the 2000-01 annual assignment of \$7,377,500.

Office of the Controller

Celebrating women's history month

In honor of Women's History Month in March, the Jewish Women's Archive (www.jwa.org) recognizes three Jewish women as Women of Valor for having made significant contributions in unusual fields during the 19th and 20th centuries. The Women of Valor for 2002 are social and women's rights activist Emma Goldman, modern dancer and choreographer Anna Sakolow, and suffragette and civil rights activist Gertrude Weill. To order Women of Valor posters and resource guides, contact the Jewish Women's Archive at 617.232.2258.

leadership development

Correction: In the November issue, Gayle Maller of the Clearwater Chapter in Florida was omitted as a member of PYLC Class #8.

good & welfare

mazel tov to...

Immediate Past National President **Pepi** and **Mike Dunay** on the birth

of grandson **Dylan Aaron Joseph**. Dylan is the son of their daughter, **Rachel**, and her husband, **Chuck**. In other good Dunay news, Pepi was named the new Weston Area Director for the Jewish Federation of Broward County. And Pepi has been selected as one of 10 Florida Jewish leaders to serve on Queen Esther's Court at the Jewish Museum of Florida's second annual Purim Ball, to be held on Feb. 24.

Past National President **Sandy** and **Marvin Isenstein** on the bar mitzvah of their grandson, **Sam**, son of **Nancy** and **Burton Isenstein**.

Lead Zone Advisor **Rhonda** and **Roger Wolfson** on the engagement of their daughter, **Kimberly**, to **Josh Cohen**.

Fran Pector, Associate Director of Finance, on the engagement of her daughter, **Sally**, to **James Magrino**.

Board Member **Gerri** and **Mort Fish** on the engagement of their daughter, **Stephanie**, to **Philippe Weisz**.

Honorary Vice President **Barbara Silver** on the marriage of her grandson, **Ari Silver**, to **Netanya Sussman**.

ADC **Denise Rotman**, who celebrated her adult bat mitzvah in November.

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National Mentoring Program Class #4

We are pleased to announce the members of the National Mentoring Program Class # 4. They will meet for the first time in Florida on Feb. 2-3. We are looking forward to working with this dynamic group of women.

Protégée

Dorothy Bales
Rockville, Md.

Nadine Bendycki
University Heights, Ohio

Elaine Beresh
West Bloomfield, Mich.

Susan Berkowitz
Atlanta, Ga.

Sandra Curran
Westlake Village, Calif.

Lois Levey
Yardley, Pa.

Susan Hurwitz Levy
Fairfax, Va.

Nicole Mason
Freemont, Calif.

Mentor

Marcy Wiseberg
Great Falls, Va.

Linda Kirschbaum
Highland Park, Ill.

Sandy Salaman
Sarasota, Fla./Ventnor, N.J.

Ruth Rosenberg
Wilmington, Del.

Mara Kahn
Burlingame, Calif.

Roz Vermut
Jericho, N.Y.

Rhoda Gould
Alpharetta, Ga.

Judy Levin
Riverwoods, Ill.

Pearl Schwartz, President of the Southeastern Florida Region, who is recovering at home from a broken ankle.

Sylvia Erskine, President of the South Broward Region, who is recuperating after surgery.

sincere condolences to...

Karen Bloom, National Director of Leadership Development & Outreach, on the loss of her father, **Stanley Bloom**.

Marvin Seller on the passing of his wife, **Shirley**, a past president of the Westchester Region.

Arthur and **Louise Levi** on the loss of their mother, **Betty Levi**, a long-time member who established the Palm Beach Chapter 30 years ago and was very involved in local Golden Circle and planned giving efforts.

Honorary Vice President **Marla Levine** on the passing of her brother, **Noel Romanoff**.

Suburban Chicago Region President **Ronna Heftman** on the loss of her father, **Victor Lazar**.

Past National President **Sandy** and **Marvin Isenstein** on the passing of their granddaughter, **Anna Isenstein**, the daughter of **Joel** and **Linda Isenstein**. Anna was under a year old.

ADC **Marlies Gluck-Upton**, on the loss of her mother.

Dale Flam on the passing of her mother, **Alice Doniger**.

The following loved ones were lost to members of the New Jersey Region in the Sept. 11 attacks:

Kevin Cohen, son of **Marcia Cohen**

ADC **Sharon Weiner** on the bat mitzvah of her daughter, **Rebecca**.

Gertrude Heifetz, a Board Member of the Tucson Chapter, on being named a finalist in BlueCross BlueShield of Arizona's Ageless Heroes, celebrating the spirit and potential of Arizonans age 65 and older. At 84, Gertrude, in addition to her active ORT involvement, enrolls in courses each summer at the University of California at Berkeley and is a docent at the Tucson Museum of Art. Yasher Koach!

speedy recovery to...

Shirley Bernstein, a past WAO employee and former Executive Assistant to Past National Presidents **Ruth Taffel** and **Pepi Dunay**, who is recuperating from major surgery.

WOMEN'S AMERICAN ORT

FOCUS!
leadership matters

Distributed to: Board of Directors, ADCs, Planned Giving Resource Team, Major Gifts, Young Leadership & Financial Management Specialists, Presidents of Chapters and Coordinating Bodies, Chairs of Bulletin, Marketing/PR, ORT Education, Community Action, PYLC 1-8, Protégée Classes 1-3, Past National Presidents, Honorary Vice Presidents, Past Executive Committee Members, Professional Staff, Region offices, ORT Resale Shops.

Eric Isenberg, grandson of **Dorothy Shapiro**

Shari Kandell, granddaughter of **Harriet Skolnick**

Howard Kane, son of **Shelly Kane**

Steven Weinberg, son-in-law of **Sandi Rudin**

ORT Israel mourns the loss of three students killed in the terrorist bombings on Dec. 1.

Assaf Avitan, 15, a student at the ORT Oleisky School in Jerusalem

Joseph ElEzra, 18, a graduate of the ORT Harmatz High School and a student at the ORT Harmatz College of Practical Engineering in Jerusalem

Moshe Yedid Halevi, 19, also a student at the ORT Harmatz College of Practical Engineering

calendar

January 20

Piscataway Chapter, New Jersey Region – 18th Annual ORT Summer Camp Fair at the Sheraton Parsippany. Noon to 4 p.m. Free admission. Call 732.469.8910.

Check out the camp fair web site: <http://community.nj.com/cc/women>.

January 28

Palm Beach Chapter, North Palm Beach County Region – “Mother to Another” Luncheon for Golden Circle and Donor contributors. Colony Hotel, Palm Beach, 11:30 a.m. Guest speaker: **Miles Lerman**, former President, National Holocaust Memorial Museum. Honoree: **Josephine Witt**. Call 561.470.9006.

January 29

East Coast Florida Planned Giving Committee – 5th Annual Baroness

de Gunzbourg Society Luncheon. Carolina Club, Margate, 11:30 a.m. Guest speaker: **Gideon Meyer**, World ORT Deputy Director General. Call 561.470.9006.

February 3

South Palm Beach County Region – Ziegfeld Girls of Florida, a performance benefitting ORT Operations USA. Olympic Heights High School Performing Arts Theatre, Boca Raton, 2 p.m. Tickets: \$25. Chair: **Rhoda Fusey**. Call 561.393.6254.

February 10

Suburban Chicago Region – 11th Annual Party Planning Showcase at the Chicago Marriott O'Hare, 11 a.m. to 4 p.m. Free admission and parking. Call 847.291.0475.

February 17

North Palm Beach County Region – Golden Circle Luncheon at Le Mond. **Sarita Ganz** will be recognized. Call 561.470.9006.

March 9 - 16

Suburban Chicago Region – PasspORT to Savings. For a \$60 contribution to WAO, participants receive a personal PasspORT to Savings Card that entitles them to a 20% discount on regularly-priced merchandise at over 140 stores in the Chicago Metropolitan Area. Call 847.291.0475.

March 11

New Jersey Region – An Evening of Good Taste. A sampling of New Jersey's finest cuisine. The Greystone Manor at Van's Freehold Inn, 6:30 to 9:30 p.m. Tickets: \$36 in advance; \$40 at the door. Call 888.675.2678.



Educating for Life

staff update

The following staff members are no longer with Women's American ORT. We wish them the best of luck in their future endeavors.

Fatima Baskerville, Administrative Secretary I, Leadership and Outreach

Julia Chernyak, Associate Director of Young Leadership

Joni Couch-Wusaty, Production Clerk

Judi Dill, Director of New Jersey Region

Marlene Heller, Associate Director of Publications/Editor

Neil Mayglothling, Director of MIS

Sharon Reiss, Administrative Secretary I, Young Leadership

WAO web wanderings

www.waort.org/reporter.html – visit our site for the current issue of *The Reporter* as well as an archive of articles dating back to 1998.

www.kosherline.com – offers a restaurant search by city, kosher vacation packages, and Judaica items.

www.breakthefchain.org
http://hoaxbusters.ciac.org/HBH_oaxInfo.html – both sites provide information about those irksome and ubiquitous Internet hoaxes and e-mail chain letters.

www.jewish.com – Jewish Community online features articles about Israel and American Jewry, a section on “Jewish Life,” and links to categories including art & culture, education, social action, and spirituality & Torah.

April in Paris

Women's American ORT/World ORT Mission to Montreuil (and Strasbourg)
April 21-28, 2002

Honorary Chair: Ethel Feigon  Co-chair: Shelley Fagel  Co-chair: Françoise Rothstein

Explore Jewish heritage sites in Paris and immerse yourself in French culture

Travel to historic Strasbourg

Shop, dine and explore on optional sightseeing jaunts

Meet ORT France students and teachers

Share your mission experiences with ORTists from around the world



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Sunday, April 21 - Overnight flight from U.S. to France

Monday, April 22 - Arrive in Paris

Greetings and transfer to Hotel Rochester Champs Elysee for six nights. Welcome dinner with World ORT Mission participants.

Tuesday, April 23 - A Day at ORT Montreuil

Breakfast at hotel. An insider's look at ORT Montreuil. Meet face-to-face with educators and students, tour school facilities and participate in memorable mezuzah and room dedication ceremonies. Participate in a special dedication ceremony by Ethel Feigon and family at the ORT Montreuil Language Laboratory. Enjoy a luncheon hosted by ORT France leadership and a late afternoon reception hosted by ORT France. Evening dinner and show.

Wednesday, April 24 - A Day in Historic Strasbourg

Breakfast at hotel. Short flight to Strasbourg for morning visit to historic ORT Strasbourg, housed in a former Gestapo Headquarters. Enjoy a visit with students and staff, and attend a special briefing with the school principal. Following lunch, afternoon guided tour of picturesque Strasbourg, return flight to Paris, and a late supper.

Thursday, April 25 - Tour Jewish Sites of Paris

Breakfast briefing by the Israeli Ambassador (to be confirmed). Full-day guided tour of Paris, including Jewish heritage sites. Lunch at French Jewish café. Enjoy dinner and conversation with local Jewish community.

Friday, April 26 - Visit to ORT Villiers-le-Bel

Enjoy half-day visit and tour of ORT Villiers-le-Bel, with special presentation by Guy Seniak, Director General of ORT France, and performances by ORT students. Discover the school's special programs and meet with the dedicated staff. Lunch.

Saturday, April 27

Breakfast at hotel. Enjoy Paris on own. Optional tours are available.

Sunday, April 28

Breakfast at the hotel. Morning on own. Transfer to airport and return flight to the United States.

Pricing: The land package includes six nights accommodation in a four-star hotel, local transportation, round-trip transportation to Strasbourg, meals as indicated, tours as indicated, tickets to show, and security.

Minimum Contribution: \$1,000 for 2001/2002 per person or couple.

Single Occupancy: \$2,250 per person

Double Occupancy: \$1,825 per person

The price does not include air travel – domestic or international.

Reservations: To reserve your place on this exciting mission, please contact Jan Kovacs, Women's American ORT, 315 Park Avenue South, New York, NY 10010, 212.505.7700, or e-mail Jan at jkovacs@waort.org. We cannot guarantee reservations for those who respond after 1/31/02.



Prices and itinerary subject to change without notice.